

MARKETING MEMO

GARMIN

October 17, 2017

New Product Announcement

Garmin Speak™ with Amazon Alexa

Introducing the always-ready, in-vehicle¹ voice service for hands-free access to music, news and more. Just say, “Alexa, ask Garmin ...” for exclusive turn-by-turn navigation. Garmin Speak lets you keep both hands on the wheel while using your voice to order goods, create shopping lists and even remotely manage your smart home devices such as lights, locks and thermostat. It’s what you love about Amazon Alexa, now in your vehicle.



“Alexa, ask Garmin to route me to the nearest gas station”

“Alexa, play 90s music”

“Alexa, ask Capital One what is my balance?”

KEY FEATURES:

| | | |
|------------|-----------------------------------|--|
| NEW | COMPACT SIZE | Extremely compact design measures about an inch and a half in size, allowing for a clear and unobstructed view while driving. |
| NEW | MUSIC AND MEDIA | Easily stream songs and favorite music playlists, or simply ask Alexa for music by artist, title or genre. Listen to podcasts, audio books and more. |
| NEW | NEWS AND INFOTAINMENT | Check weather and sports stats, listen to news briefings, or ask for traffic updates. |
| NEW | GARMIN GPS NAVIGATION | Access exclusive Garmin turn-by-turn spoken directions by saying, “Alexa, ask Garmin ...” Includes always up-to-date maps of North America with lane guidance arrows showing you where to go. |
| NEW | CONTROL SMART HOME DEVICES | While you’re on the road, enjoy the convenience of remotely controlling smart home automation such as lights, locks and thermostat. |
| NEW | TIME MANAGEMENT | Use your voice to easily create shopping and to-do lists, order goods and manage your calendar. |
| NEW | EXPLORE ALEXA SKILLS | Choose from thousands of skills in the Alexa app or the Alexa Skills Store. You can even enable interactive games to entertain passengers; browse skills here . |
| NEW | STREAM THROUGH CAR STEREO | Garmin Speak uses your phone’s data connection to stream Alexa responses through your vehicle’s stereo system via Bluetooth® or AUX. |
| NEW | GARMIN SPEAK MOBILE APP | You must download the free Garmin Speak app to your Bluetooth-enabled smartphone, and wirelessly connect to the Garmin Speak device; keep your hands on the wheel and your smartphone stowed away. |
| NEW | INCOMING CALLS | Accept or ignore incoming calls through the Garmin Speak device. Hear the caller’s voice through your car stereo while your phone remains stowed away. |



PRODUCT CONFIGURATIONS:

Garmin Speak

Includes: Garmin Speak, low-profile magnetic mount, vehicle power cable, quick start manual



Part number:

010-01862-01

UPC:

753759195076

MRP:

\$149.99 USD

Available:

December 2017

PRODUCT COPY:

| | |
|---------------|--|
| SHORT | Garmin Speak™ with Amazon Alexa is your in-vehicle ¹ voice service for hands-free access to music, news and more. Just say, "Alexa, ask Garmin ..." for exclusive turn-by-turn navigation. |
| MEDIUM | Garmin Speak™ with Amazon Alexa is your in-vehicle ¹ voice service for hands-free access to music, news and more. Just say, "Alexa, ask Garmin ..." for exclusive turn-by-turn navigation. Garmin Speak lets you keep both hands on the wheel while using your voice to order goods, make shopping lists, and even remotely manage your smart home devices such as lights, locks and thermostat. |
| LONG | Garmin Speak™ with Amazon Alexa is your in-vehicle ¹ voice service for hands-free access to music, news and more — including the exclusive Garmin skill for turn-by-turn navigation. Simply connect Garmin Speak to your vehicle's stereo via Bluetooth® or AUX. Then say, "Alexa, ask Garmin ..." to receive visual and spoken directions to wherever you want to go. Garmin Speak lets you keep both hands on the wheel while using your voice to order goods, make shopping lists, and even remotely manage your smart home devices such as lights, locks and thermostat. On road trips, your passengers can have fun with interactive games, jokes and trivia. Choose from thousands of skills available in the Alexa Skills Store. Garmin Speak: It's what you love about Amazon Alexa, now in your vehicle. |

PHYSICAL AND PERFORMANCE:

| | |
|---------------------------|---|
| Display size: | 0.68" x 0.38" (1.7 cm x 1 cm) |
| Unit dimensions: | 1.5" x 1.5" x 1.5" (3.8 cm x 3.8 cm x 3.8 cm) |
| Weight: | 1.3 oz (37.6 g) |
| Gift box dimensions: | 2.75" x 3.5" x 5.5" (7 cm x 9 cm x 14 cm) |
| Gift box weight: | 8 oz (227 g) |
| Master carton quantity: | 32 |
| Master carton dimensions: | 15" x 12.4" x 12" (38 cm x 31 cm x 30 cm) |
| Master carton weight: | 20 lbs (9 kg) |



MERCHANDISING:

DUMMY UNIT

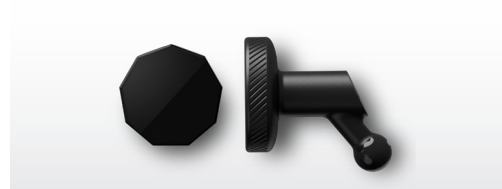
Part number: M08-01862-01



PACKAGING DESIGN

For more information on merchandising, please visit the [Dealer Resource Center](#) at [Garmin.com](#).

COMPATIBLE ACCESSORY OVERVIEW:



SKU: 010-012530-00

UPC: 753759182243

LOW-PROFILE MAGNETIC MOUNT

Small magnetic mount with adhesive for windshield mounting (replacement).

MSRP: \$9.99



SKU: 010-12659-00

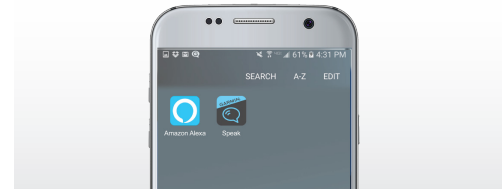
UPC: 753759198831

VEHICLE POWER CABLE

Thin cable allows for hidden cable install by customer. Simply tuck under vehicle headliner as desired (replacement).

MSRP: \$24.99

SMARTPHONE APP REQUIRED:



GARMIN SPEAK APP

Setup requires users to download the free Garmin Speak app to your Bluetooth-enabled smartphone. [Garmin.com/speakapp](#)

MSRP: FREE

For more information on other compatible accessories, please visit the product page at [Garmin.com](#).¹Drivers should focus on driving and only use this device when safe to do so.

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